



Targeted Local, Regional & Global Press Release, Report and Event Distribution

Introductory pricing available now through August 31, 2011

To supplement CSRwire's broad, worldwide distribution, we are offering the power to send your news directly to opt-in, targeted outlets – print, broadcast, online, bloggers and freelance writers – precisely the people who are focused on the same issues, industries, and ideas that you are.

How does this new targeted distribution work?

- It makes it easy to create the right media list for every message. Work with our team of expert editors to create the distribution lists you need, for targeted results.
- Our service offers advanced features and customization options on an individual news item basis.
- All email distributions can include hyperlinks and embedded images.
- Also included is a customized report that identifies who opens e-mails and clicks on the hyperlinks.**
- Geographic distribution lists ensure that your message reaches a specifically targeted geographic area.
- Channel booster distribution lists ensure that your message reaches an audience interested in a specific category.

What are the distribution options and prices?

We recommend that you discuss distribution with your CSRwire account manager. Your account manager will walk you through the process and help you decide which option(s) best suit your needs. Targeted distributions must be used in conjunction with CSRwire's traditional services.

**Prices and product configurations are subject to change without notice. In the event of a merger, acquisition, or divestiture any or all of these products and/or product configurations may change. At this time, geographic distributions are in English only.*

***Additional reports may be purchased at \$20 per report.*

Organization must be a member of CSRwire. Content must relate to one of CSRwire's 25 categories and be posted on www.csrwire.com.



CSRwire Lists*

These lists have been built by CSRwire.

U.S. Regional Distribution Booster Lists*

These lists have been built by CSRwire using on the following keywords: *Corporate Social Responsibility, Sustainability, Environment, Green Technology, Corporate Governance and Community Development*. Each booster is available for \$395.

- **Northeast**
CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT, & WV
- **Southeast**
AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN, & VA
- **Midwest**
IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI
- **West/Southwest**
AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY

Channel Distribution Booster*

CSRwire has built these lists and each booster is available for \$195.

- Building & Construction
- Business
- Civil Society
- Education
- Energy & Natural Resources
- Environment
- Finance & Financial Services
- Health & Medicine
- Life & Living
- Science & Technology
- Transportation & Logistics
- Workplace & Employment
- Government & Politics
- Law

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Customized Lists*

These lists are customized for your organization based on 6 keywords provided by you. There is a *one-time only* set up fee of \$150. Additional keywords can be added for \$35 per-keyword.

Your customized list will be saved, and can be used for future distributions.

U.S. Designated Market Area (DMA) Lists*

There are 210 DMA's based on Nielsen's definition of media markets ranked according to population in each metropolitan area that they define. For example, the #1 Rated DMA is New York, NY.

Rating	Price
1-20	\$340
21-40	\$330
41-60	\$320
61-80	\$310
81-100	\$300
101-120	\$290
121-140	\$280
141-160	\$270
161-180	\$260
181-200	\$250
201-220	\$240

Global Booster Lists*

U.S. State Distribution \$395

Country Distribution \$495

Continent Distribution \$695

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